

HERE'S A BIG "STOREFUL" OF EXCITING BUYS. DON'T MISS GREEN LIGHT SALE

**MONTGOMERY
WARD**

**GREEN
LIGHT
SALE**

THE "GO" SIGN IS ON!

**4 days
only**

SAVE NOW AT WARDS

RIVERSIDE

4-SQUARE GUARANTEE

1. Against road hazards for the specified time. Adjustments prorated on months used.
2. Against defects in materials, workmanship for life of tread. Adjustments prorated on tread wear.
3. Nationwide service at all branches.
4. Satisfaction guaranteed nationwide. Adjustments based on sale price when returned.

**Buy first Riverside Safety Nylon
blackwall at Wards no-trade-in price**

**SECOND
TIRE**

\$ 5*

GUARANTEED 21 MONTHS

Independent tests proved Wards Safety Nylon best in its class for tread wear and performance! 4-ply nylon cord body for blowout protection... 2400 gripping edges.

Buy 1st tire at no-trade-in price Tube-type blackwall	Second tire only	Buy 1st tire at no-trade-in price Tubeless blackwall	Second tire only
6-40-15 16.95*	5.00*	6-40-15 19.95*	5.00*
6-70-15 17.45*	5.00*	6-70-15 20.45*	5.00*
7-10-15 21.45*	5.00*	7-10-15 22.95*	5.00*
7-80-15 23.45*	5.00*	7-80-15 25.45*	5.00*
8-00/8-20-15 25.95*	5.00*	8-00/8-20-15 27.95*	5.00*

*Plus excise tax. No trade required. Whitewalls \$3 more per tire.

**Buy first Riverside Nylon ST-107
blackwall tire at Wards low no-
trade-in price...**

SECOND TIRE... \$ 8*

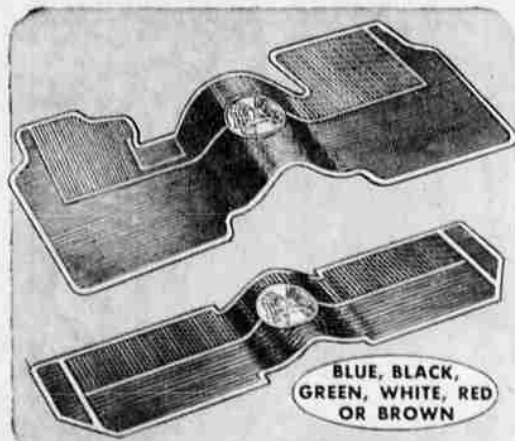
**GUARANTEED
27 MONTHS**

Built with 4-ply nylon and 7% deeper tread to outperform new car tires! Proven best in its class by an independent firm! 3300 road-gripping traction edges!

Buy 1st tire at no-trade-in price Tube-type blackwall	SECOND TIRE ONLY	Buy 1st tire at no-trade-in price Tubeless blackwall	SECOND TIRE ONLY
6-40-15 20.75*	\$8*	6-40-15 22.75*	\$8*
6-70-15 21.75*	8*	6-70-15 23.75*	8*
7-10-15 25.45*	8*	7-10-15 27.45*	8*
7-80-15 27.45*	8*	7-80-15 29.45*	8*
8-00/8-20-15 30.75*	8*	8-00/8-20-15 32.45*	8*

*Plus excise tax on 2 tires. No trade-in needed. Whitewalls \$3 more per tire.

NO MONEY DOWN—FREE MOUNTING!



EASY TO CLEAN!

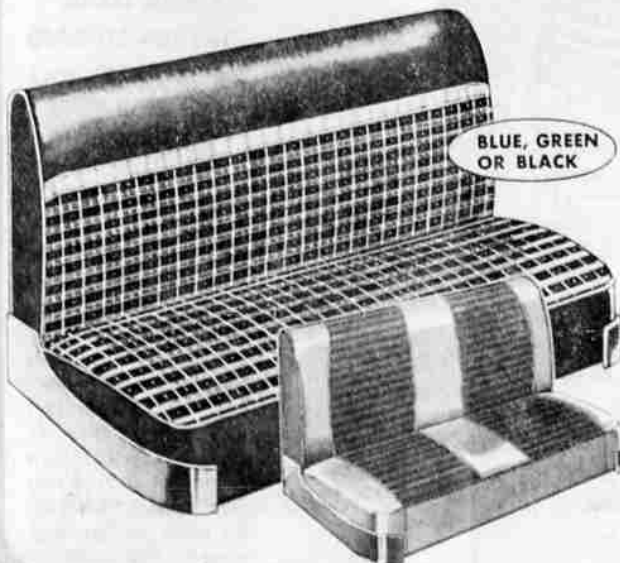
RIVERSIDE "PROTECTOR" MATS

Made of a rugged rubber-type plastic that's resilient yet tough to withstand grueling footwear punishment. Fits most cars. Rear mat 4.44 Front 4.88

888

REG. 10.24
SET FOR MOST CARS

CUSTOM-TAILORED LOOK!



**RIVERSIDE WOVEN
PLASTIC COVERS**

16.99

fit most cars
without arm rest

INSTALLED, NO EXTRA COST!

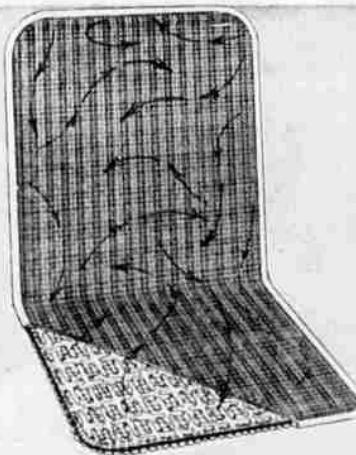
Richly colored, tightly woven plastic adds fresh appearance to interior. Durable—withstands wear and tear, resists scuffs and stains!

WARDS DAYTONA "500"

Deep quilted vinyl... styled in sports car fashion. Beauty and feel of leather.

25.99

fit most cars
without arm rest



COOL COMFORT

WARDS ECONOMY SEAT CUSHION

Wards Riverside cushion adds more comfort... cools because air circulates between you and the seat! Inter-woven spring; multi-color plaid fiber cover.

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JUST SAY "CHARGE IT" AT WARDS. PAY IN 30 DAYS OR EXTEND PAYMENTS